



ORDER

Flight Dates **10/10/12-10/16/12**

Contract / Revision **314319 /**
Original Date / Revision
 10/09/12 10/09/12
Advertiser **National Republican Senato**

Product
NRSC 2012
Agency Com 15%
Billing Contact
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**
Buying Contact
3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS Ballot
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 575000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	115000
KPNX	20%	115000
KPPX	%	0
KSAZ	25%	143750
KTVK	20%	115000
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$73,312.50	\$86,250.00	0.00	10/01/12	10/16/12	71	\$73,312.50	\$86,250.00
Totals	71	\$73,312.50	\$86,250.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/15/12	10/15/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-----	:30	1	\$800.00	FX	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$800.00		0.00					
N 2	KNXV	10/10/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	--WTF--	:30	3	\$800.00	FX	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	--WTF--	3		\$800.00		0.00					
N 3	KNXV	10/15/12	10/16/12		CM	7am-9am	MT-----	:30	2	\$800.00	FX	0.00 NM	2	\$1,600.00



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Print Date: 10/09/12

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Contract / Revision **314319** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **National Republican Senate** Product **NRSC 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9am															
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$800.00		0.00						
N 4	KNXV	10/10/12	10/12/12	M-F 9am-10am Sonoran Living	CM	9am-10am	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$250.00		0.00						
N 5	KNXV	10/15/12	10/16/12	M-F 9am-10am Sonoran Living	CM	9am-10am	MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$250.00		0.00						
N 6	KNXV	10/11/12	10/12/12	M-F 10am-11am The View	CM	10am-11am	---TF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$700.00		0.00						
N 7	KNXV	10/15/12	10/16/12	M-F 10am-11am The View	CM	10am-11am	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$700.00		0.00						
N 8	KNXV	10/11/12	10/11/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$350.00		0.00						
N 9	KNXV	10/15/12	10/15/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$350.00		0.00						
N 10	KNXV	10/10/12	10/12/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$400.00		0.00						
N 11	KNXV	10/15/12	10/16/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$400.00		0.00						
N 12	KNXV	10/11/12	10/12/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	---TF--	:30	2	\$800.00	FX	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$800.00		0.00						
N 13	KNXV	10/15/12	10/16/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MT-----	:30	2	\$800.00	FX	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$800.00		0.00						
N 14	KNXV	10/12/12	10/12/12	M-F 3pm-4pm Katie	CM	3pm-4pm	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$800.00		0.00						
N 15	KNXV	10/15/12	10/15/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **314319** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **National Republican Senate** Product **NRSC 2012**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	KNXV	10/15/12	10/15/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$800.00		0.00			
N16	KNXV	10/10/12	10/12/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	--WTF--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$1,500.00		0.00			
N17	KNXV	10/15/12	10/16/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MT-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$1,500.00		0.00			
N18	KNXV	10/11/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	---TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--					2	\$700.00		0.00			
N19	KNXV	10/15/12	10/16/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$700.00		0.00			
N20	KNXV	10/10/12	10/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--WTF--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$1,800.00		0.00			
N21	KNXV	10/15/12	10/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MT-----	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$1,800.00		0.00			
N22	KNXV	10/10/12	10/12/12	M-F 5pm-530pm 5:28-5:30pm ABC News F	CM	5pm-530pm	--WTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$2,000.00		0.00			
N23	KNXV	10/15/12	10/16/12	M-F 5pm-530pm 5:28-5:30pm ABC News F	CM	5pm-530pm	MT-----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$2,000.00		0.00			
N24	KNXV	10/10/12	10/12/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	--WTF--	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					2	\$2,500.00		0.00			
N25	KNXV	10/16/12	10/16/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	-T-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,500.00		0.00			
N26	KNXV	10/10/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--W-F--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W-F--					2	\$1,800.00		0.00			
N27	KNXV	10/11/12	10/11/12	Prime News Prime News	CM	8p-9p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 10/09/12

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Contract / Revision **314319** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **National Republican Senate** Product **NRSC 2012**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	KNXV	10/11/12	10/11/12	Prime News Prime News	CM	8p-9p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$1,800.00		0.00			
N28	KNXV	10/15/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,800.00		0.00			
N29	KNXV	10/16/12	10/16/12	Prime News Prime News	CM	8p-9p	-T-----	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					2	\$1,500.00		0.00			
N30	KNXV	10/10/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--W-F--	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W-F--					2	\$1,200.00		0.00			
N31	KNXV	10/15/12	10/15/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
N32	KNXV	10/12/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$2,000.00		0.00			
N33	KNXV	10/15/12	10/15/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$2,000.00		0.00			
N34	KNXV	10/11/12	10/12/12	Nightline Nightline	CM	1035p-1102p / 113-	--TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--TF--					2	\$700.00		0.00			
N35	KNXV	10/15/12	10/16/12	Nightline Nightline	CM	1035p-1102p / 113M	T-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$700.00		0.00			
N36	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$8,500.00		0.00			
N37	KNXV	10/13/12	10/13/12	Sa 6-7am GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$300.00		0.00			
N38	KNXV	10/14/12	10/14/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$300.00		0.00			
N39	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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PHOENIX**Contract / Revision **314319** Flight Dates **10/10/12-10/16/12**Hiatus DatesOriginal Date / Revision 10/09/12/ 10/09/12Order Sep 00:20:00Advertiser **National Republican Senate** Product **NRSC 2012**Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N39	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
N40	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$2,000.00		0.00			
N41	KNXV	10/14/12	10/14/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$400.00		0.00			
Totals														71	\$86,250.00